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DIRECTION FOR FURTHER RESEARCH

The present study has been undertaken with some specific objectives and hence it did not examine all the problems associated with the CRM practices in the banking sector in Kerala. On reviewing the available literature and during the data collection process, it is found that there is a scope for exploring the following vital issues related to banking sector, CRM best practices or customer relation issues in the banking sector.

1. Implementation Issues of CRM Best Practices in Banking Sector in Kerala
2. Quality of Services in Banking Sector in Kerala
3. Opportunities and Challenges of CRM Practices in Banking Sector in Kerala
4. CRM Practices and Customer Loyalty: A Comparative Study between Banks in Kerala and Tamil Nadu